

/ Privacy Notice Template



Why is a Privacy Notice important?

Transparency and fairness are principles of UK GDPR that underpin the legislative requirements for how you collect and use an individual's personal data. Directly linked to this is the "right to be informed."

It means being clear and up-front about how you'll process an individual's information and what you will do to uphold their data protection rights and freedoms.

A Privacy Notice (sometimes interchanged with "Privacy Policy") is not only a requirement of data protection law, but an obligation to your customers that you will only and always handle their personal data responsibly.

When do we need to serve privacy information to our customers?

Article 13 of the UK GDPR makes it clear that privacy information must be provided to people "*at the time when personal data are obtained*"; in other words, at the point you collect their details.

In cases where you haven't directly obtained someone's details but have instead obtained them from other sources, Article 14 of the UK GDPR says you must provide the data subject with privacy information:

"...within a reasonable period after obtaining the personal data, but at the latest within one month..."

This includes cases where you've obtained data from another organisation (e.g. a list broker and/or a data supplier/provider).

What does your Privacy Notice need to include?

The UK GDPR clearly outlines the information that must be in your Privacy Notice.

This includes:

- your organisation's name and contact details;
- your Data Protection Officer's contact details (if relevant);
- information about why you process personal data and where you get it from;
- information about the lawful bases you're relying on to process personal data;
- details about any third parties to whom an individual's personal information will be passed to; you can either specifically name the organisation/s or, alternatively, the categories of sector they fall into (at the point of data capture), but this will depend on the lawful basis you use. For example, you must name the third party organisation when relying on consent, and when you can legally rely on legitimate interests, you can provide a limited, specific and narrow category of sector(s) to indicate the third party/ies);

- where appropriate, details of any transfers of personal data to countries outside of the UK;
- how long you keep personal data, along with the criteria you've used to set your retention periods;
- an outline of the customer's data protection rights;
- confirmation about whether people are under either a statutory or contractual obligation to provide their data to you and what the impact will be if they don't;
- if applicable, information about any solely automated decision-making (including profiling) and/or AI tool usage.

There is additional information that you must provide to individuals if you obtain their details from other sources:

- the source of the personal data
- the categories of personal data obtained

What else do we need to consider?

How do we present this information?

Article 12 requires organisations to present their privacy information in a “*concise, transparent, intelligible and easily accessible form, using clear and plain language*”

This means that the information must be written and presented in a way that *your* audience understands, especially if that includes vulnerable people or children. It's best to avoid legal or technical jargon (unless this does in fact cater to your audience!). Instead, use words that are used in everyday language and widely understood.

Use a template that follows a layered approach, in which privacy information is separated by collapsible headings and subheadings.

Transparency and Explainability in Artificial Intelligence

When using AI to process personal data, you must comply with UK data protection laws, including the principle of transparency and the right to be informed.

UK GDPR doesn't explicitly refer to Artificial Intelligence, however it does state that individuals must be informed, if applicable, of any **significant decisions** made by **solely automated decision making (including profiling) that produces legal effect for the data subject or similarly significant effect**. In these instances, individuals must also be informed of:

- Meaningful information about the logic involved (i.e., explaining the decision).
- The consequences on the individual

Consult the ICO for further information on [transparency](#) and [explainability](#) in AI.

If you have any questions or need support, please feel free to reach out to DMA Legal and Compliance: legaladvice@dma.org.uk.

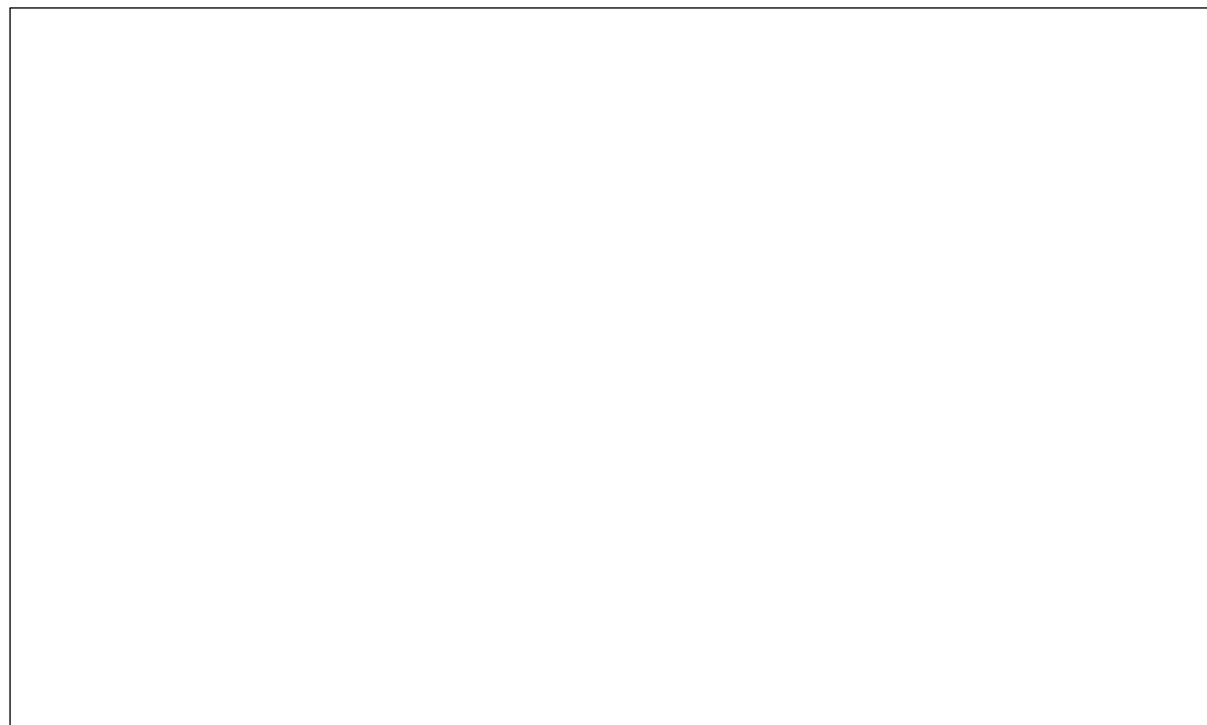
Author's note:

Template contents in black text are explanatory notes designed to help you complete each section in your own words. They are to be deleted from the final document.

The template is offered as a guidance tool only and does not constitute legal advice. You are responsible for ensuring the information you provide in the template is accurate and reflective of your organisations data processing.

You can find our Privacy Notice template below.

Introduction to Data Privacy at



At [REDACTED], personal data is central to us achieving our aim/s to [REDACTED].

We are committed to being up-front with you about how we use your information, how we will keep it safe and how we will treat it with respect. As a customer-first organisation, we recognise the value of trust and transparency.

This Privacy Notice is designed to give you all the information you need to better understand how we'll manage your personal data.

If you have any questions after reading through this Privacy Notice, you can contact us in the following ways:

By post:

By email:

By phone:

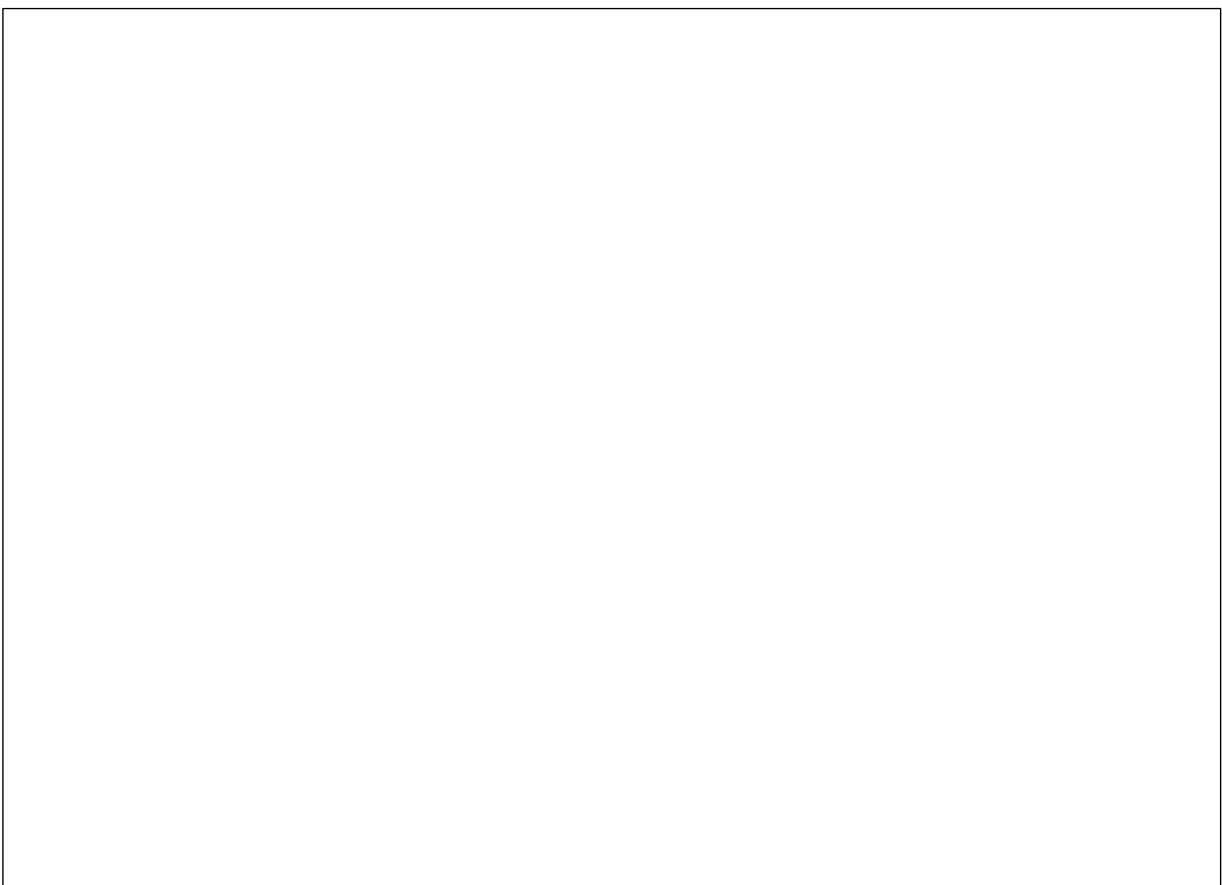
You can also reach out to our Data Protection Officer by contacting (if applicable).

How we obtain personal data

We obtain personal information in the following two ways:

a) Directly

Most of the personal data we process is given to us directly from you under the following circumstances:

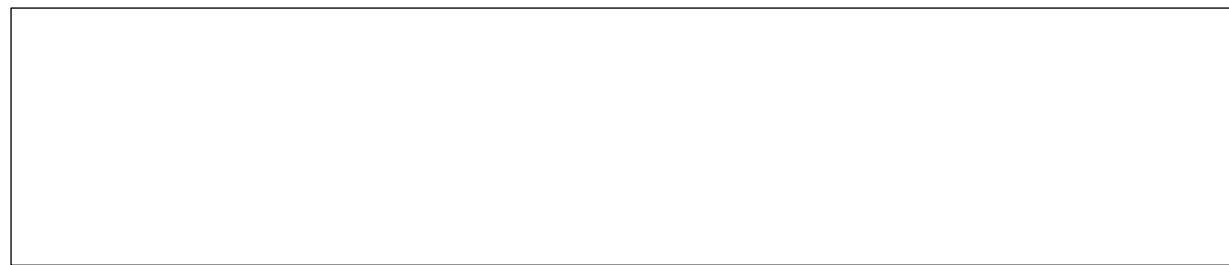


b) Indirectly (if applicable)

We sometimes obtain personal data from other sources, such as:

Why we process your personal data

We process personal data for the following purposes:



Direct Marketing

We would like to keep in touch with you via
to tell you about our

We will only send you direct marketing communications if:

- you have provided your consent, or
- we have a legitimate interest in doing so and you have not opted out.

Email and SMS

We rely on your consent to send you information about our products and services by email and text.

You can withdraw your consent at any time by emailing _____ calling
or _____ by clicking on “unsubscribe” in the emails/texts we send to you.

Post and telephone

We rely on legitimate interests to send you direct marketing communications by post, or to keep in touch by telephone, providing we can demonstrate that:

- a) sending you communications through these channels are necessary for us to achieve our strategic objectives to
- b) you would reasonably expect to receive these communications from us
- c) receiving our direct marketing by post and phone doesn't have a detrimental impact on your data protection rights and freedom
- d) you are able to opt out of receiving these communications from us

You can opt out of receiving these communications from us by emailing or calling

Of course, organisations can rely on consent to send postal mailings and, if this is the decision your organisation has made, you must still inform individuals how they can withdraw their consent.

Social Media/Display Advertising (if applicable)

With the consent of visitors to our website/s, we use cookies, tags and other tracking technologies on our websites to better understand the content that visitors are most interested in. This, in turn, allows us to optimise the effectiveness of our online advertising campaigns and ensures that you'll see adverts from us online that are better targeted to your interests.

For more information about our use of cookies, please see our [Cookies Policy](#)

Automated Decision Making & Profiling (if applicable)

We want to send you direct marketing communications that we think you'll find interesting. To achieve this end, we use profiling to help us tailor your experiences and the communications we send to you.

As part of this process, we (or sometimes our service providers) look at how you've interacted with us in the past alongside geographical, demographic and publicly available information about you such as your age or perceived economic status. This helps us to use our resources more effectively by sending you direct marketing that is tailored to your interests and characteristics. There are no other consequences of the profiling activities we conduct.

We rely on legitimate interests to conduct profiling activities. By this we mean that it is necessary for our organisation to focus our marketing efforts in ways that will have the most relevance and impact, so long as this doesn't detrimentally affect your rights and freedoms.

You have the right to object to your information being used in our profiling activities. You can opt out by emailing _____ or calling _____

(If applicable) We only conduct solely automated decision making (i.e. without any meaningful human involvement) in cases where:

- it's necessary for the purposes of entering into a contract with you; or
- it's been authorised by domestic law; or
- you've provided your explicit consent for us to do so
- In line with your rights under the UK GDPR, you can challenge any decision that we've made about you through solely automated means by emailing or by calling _____

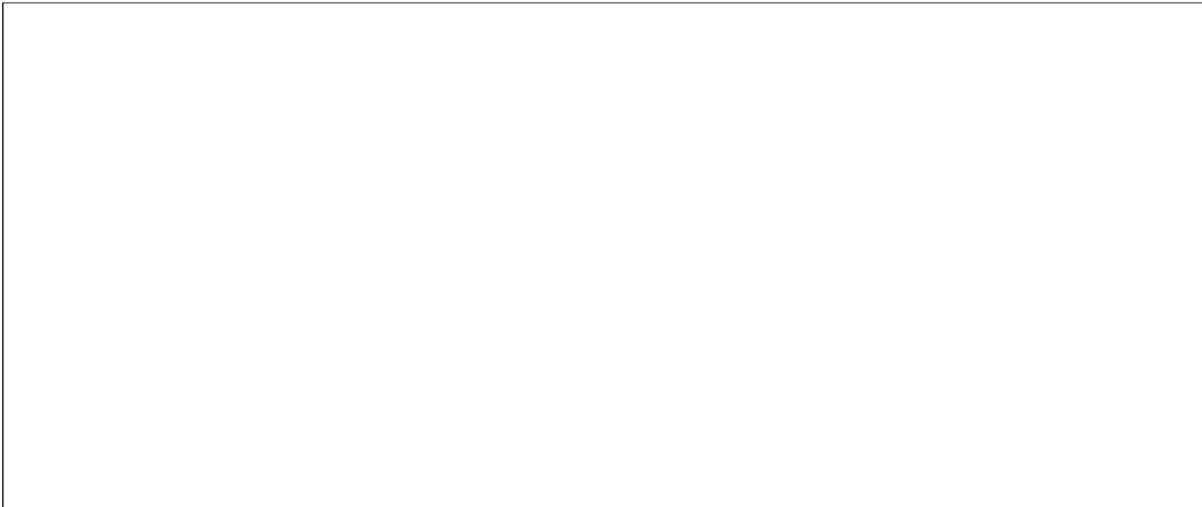
Sharing your personal data

From time to time, we use the services of external telemarketing agencies and mailing houses to conduct direct marketing campaigns on our behalf. We carry out robust due diligence checks on the companies we work with to make sure they're compliant with the UK GDPR.

We also have written agreements in place with those companies that require them to keep the data we share with them safe and secure and to only use it for the purposes we have instructed.

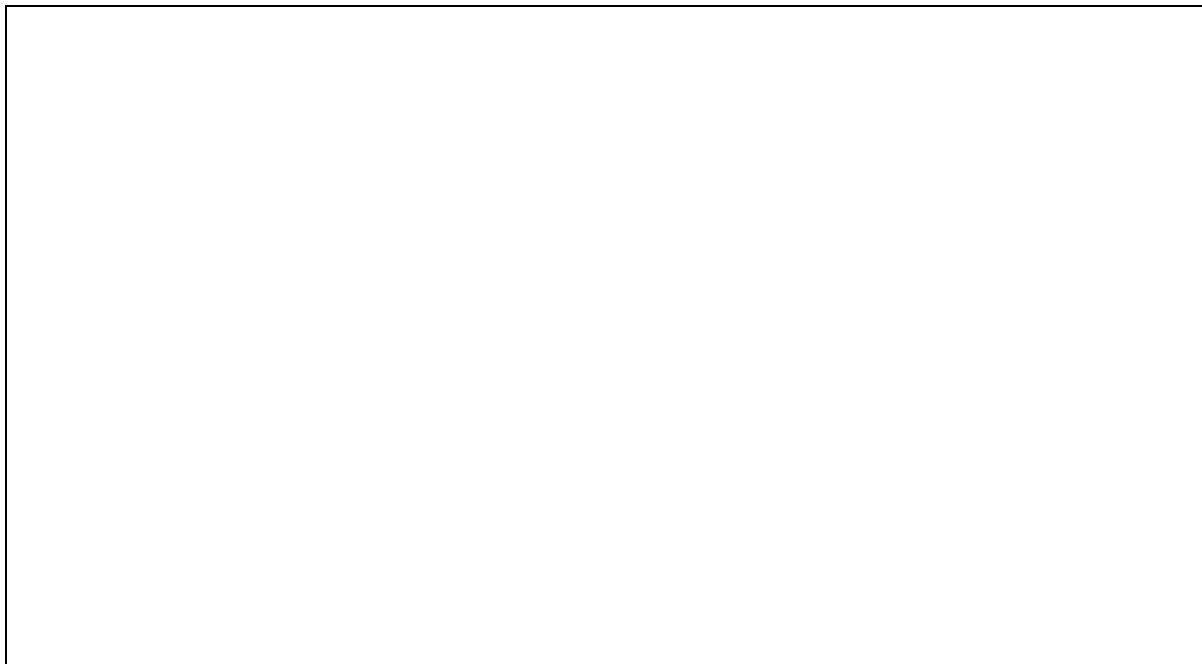
How we keep your data safe

We take the protection of your data very seriously. We have appropriate technical and organisational measures in place, such as to ensure that we handle your personal data safely and responsibly.



How long we keep your data

We will not keep hold of your personal information for longer than is necessary. How we determine these periods may be based on the purposes for processing and our legal/regulatory obligations. If you have any queries about this, please contact us.



Transfers outside of the UK (if applicable)

We may share your personal data with organisations outside of the UK, for example with our service providers/suppliers.

We will only share your information outside of the UK if (a) the receiver is based in a country that has equivalent provisions for data protection (also known as “adequacy”) or (b) we apply another transfer mechanism permitted by UK GDPR to safeguard your information or (c) we have explicit consent of the individual to whom the data relates or (d) the transfer is necessary for the performance of a contract you have entered with us. If you have any queries on this, please contact us.

Your rights under the UK GDPR

Under the UK GDPR, you have the right to:

Access the information we hold about you

You have the right to ask us for copies of the personal information we hold, this is also known as a Subject Access Request (SAR). You can make this request by using the contact details provided in the introduction of this Privacy Notice.

We have one month to respond to your request and will let you know before that time has passed if we need more time to get back to you. Please note that we may refuse your request if an exemption applies. In those circumstances, we will clearly explain the reasons for refusing your request, as well as your right to complain to the Information Commissioner’s Office.

Rectify any inaccuracies

You have the right to ask us to make changes to your data if you believe that what we do hold is inaccurate. For example, you can contact us if you’ve recently moved house so we can update our records.

Request erasure

You have the right to ask us to delete your personal data under certain circumstances such as:

- when we no longer need your data for the reasons we originally collected it
- you withdraw your permission for us to hold it when consent was the original lawful basis
- when we’re compelled by law to erase it

There may be circumstances in which we are required to retain some personal data

for example in defense of a legal claim or to meet our legal/regulatory obligations. Please see “How long we keep your data” for more information.

Restrict processing

You have the right to ask us to stop using your data for specific purposes.

Object

You have the right to object to us using your data for purposes like direct marketing and profiling.

Portability

You have the right to ask us to transfer your personal data to another organisation.

There is usually no charge to exercise any of your data protection rights and if you make a request, we have one month to get back to you. For more information about your information rights, please visit the [ICO website](#).

Your right to complain

We welcome the opportunity to address any issues or concerns about the way we handle your personal data. If you have a complaint, please contact us in the first instance using the details below:

You also have the right to complain to the Information Commissioner's Office (ICO). Please find their contact details below:

Information Commission, Wycliffe House, Water Lane, Wilmslow. Cheshire, SK9 5AF

Helpline Number: 0303 123 1113

ICO website: www.ico.org.uk

Changes to this privacy notice

This privacy notice was updated on